Weather Service Provider Coordination

Presented by

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Mapping and Forecasting

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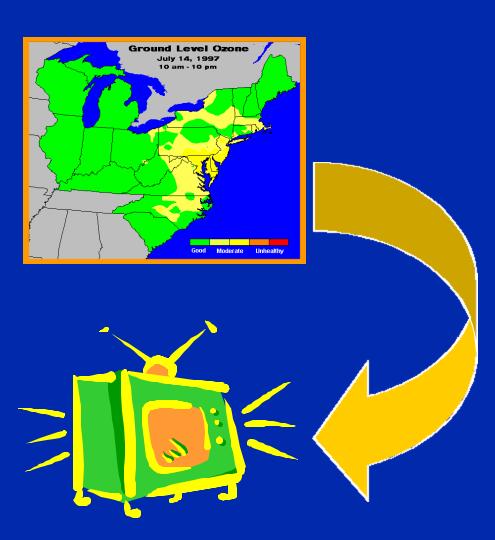
February 4-6, 2002

Outline

Background

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- Activities this year
- Plans for 2002
- What "we" can do





Background

- Weather Service Providers (WSPs) are companies that supply
 - Weather data
 - Images

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Forecasts

...to TV stations, newspapers, private industry, and the public

- Five major WSPs
 - AccuWeather
 - Meteorlogix (formerly Kavouras)
 - The Weather Channel
 - Weather Central, Inc.
 - Weather Service International (WSI)

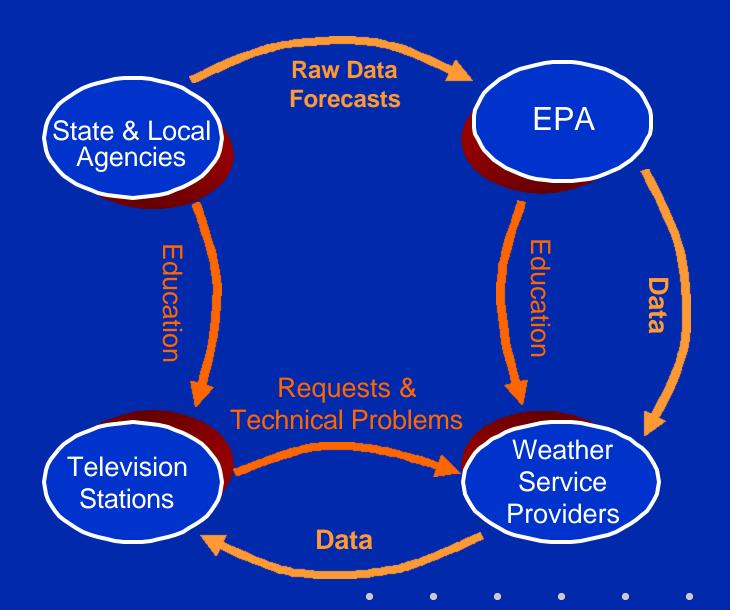








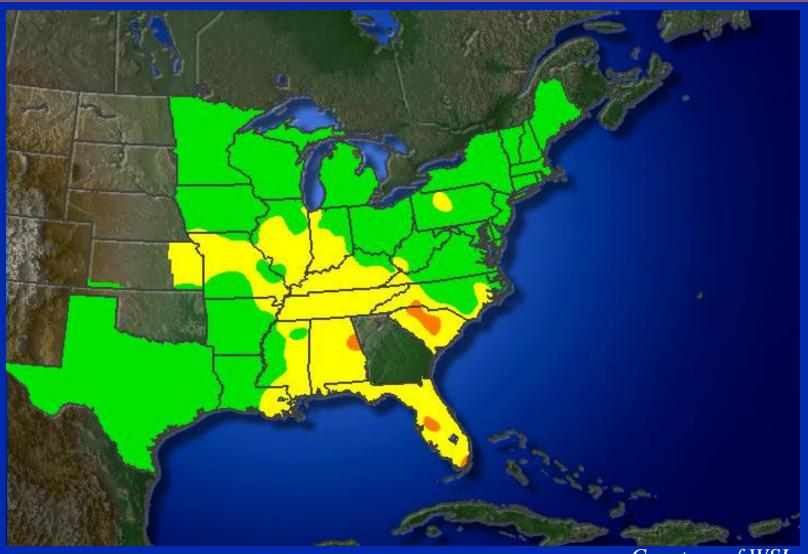
Background - Data Flow and Coordination



Activities During 2001

- Exhibited at AMS Broadcasters Meeting
- Improved web page for WSPs
 - www.sonomatech.com/info/wsphelp
- Worked closely with WSPs to meet their needs
 - 4 out of 5 WSPs currently distributing ozone maps to their clients
 - Improved distribution and reliability

Example Ozone Map

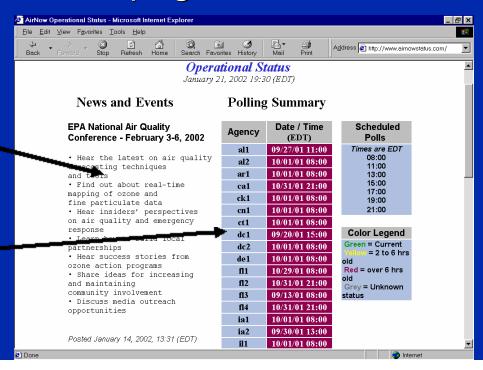


Activities - What's New This Year

- Distributed data in GRIB format
 - World Meteorological Organization (WMO) sanctioned format
 - Allows for full image customization
- Created AIRNowStatus.com page

News and events

Real-time polling status



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WSP Comments

Weather Central, WSI, and Meteorlogix

- Experienced few problems reliability continues to improve
- Preferred hourly updates and quicker delivery
- Emphasized that customers want a reliable and timely product
- Want year-round product and more coverage



Plans for 2002

- Continue work with WSPs and provide education to WSPs
- Improve reliability and quicker delivery (new DCC will help)
- Exhibit at Radio Television News Director's Association meeting in Las Vegas in April
- Further customize AIRNow status web page

Still Some Issues.... What "We" Can Do

- Coverage
 - Spatial: U.S. map
 - Seasonal: Wintertime pollutants
- Timeliness
 - Quicker turnaround at EPA; depends on
 - State agencies submitting data as early as possible
 - EPA's DCC processing speed
 - Hourly polling
- Education (TV station and public)
 - Continue to work with local TV weathercasters to get the maps "on air"